

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

Crossroads Gps/ Issue
Submission Number 387 Issue 2



WSPA-TV
260 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client: Crossroads Gps/ Issue	Submission Cost: 62605	Campaign Ref: E 120710058
Buyer: "	Client/Product/Estimate: 12 / 1 / 732	Sale Rep: HRP Washington, DC
Schedule Dates: 07/30/12 to 08/12/12	Weeks: 2	Order Ref: 06225082
Est./PO Number: 06225082	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Product: Crossroads Gps	Booking Group: WSPA	Key Market: Greenville Spartanburg
Demographic: (L) Household	Order:	Ashevil

Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
2	M-F 11a ET / 10a CT Price Is Right ...F..	500	30 Comme	Nbr of Spots 2		2	1000
3	M-F 12p News ...F..	575	30 Comme	Nbr of Spots 1		1	575
4	M-F 2p ET / 1p CT The Talk ...F..	575	30 Comme	Nbr of Spots 2		2	1150
5	M-F 3p ET / 2p CT Let's Make A Deal ...F..	550	30 Comme	Nbr of Spots 2		2	1100
6	M-F 4-5p Judge Judy ...F..	550	30 Comme	Nbr of Spots 2		2	1100
7	M-F 5a News ...F..	180	30 Comme	Nbr of Spots 2		2	360
8	M-F 5p News ...F..	1125	30 Comme	Nbr of Spots 1		1	1125
9	M-F 530a News ...F..	415	30 Comme	Nbr of Spots 2		2	830
Weekly Totals: Total Spots(Ord Spots)				82		82	

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Client: Crossroads Gps/ Issue	Submission Cost: 62605	Campaign Ref: E:120710058
Buyer: "	Client/Product/Estimate: 12/11/732	Sales Rep: HRP Washington, DC
Schedule Dates: 07/30/12 to 08/12/12	Weeks: 2	Order Ref: 06225082
Est./PO Number: 06225082	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
10	M-F 530p News ...F..	1125	30 Comme	Nbr of Spots 1		1	1125
11	M-F 6p News ...F..	1050	30 Comme	Nbr of Spots 1		1	1050
12	M-F 6a News ...F..	600	30 Comme	Nbr of Spots 2		2	1200
13	M-F 7p News ...F..	650	30 Comme	Nbr of Spots 1		1	650
14	M-F 730p Scene On 7 ...F..	650	30 Comme	Nbr of Spots 1		1	650
15	M-F 9a Dr Phil ...F..	450	30 Comme	Nbr of Spots 2		2	900
16	M-Su 11p News M.....	1275	30 Comme	Nbr of Spots 1		1	1275
17	M-F 11a ET / 10a CT Price Is Right M.....	500	30 Comme	Nbr of Spots 1		1	500
18	M-F 12p News M.....	575	30 Comme	Nbr of Spots 1		1	575
19	M-F 2p ET / 1p CT The Talk M.....	575	30 Comme	Nbr of Spots 1		1	575
20	M-F 3p ET / 2p CT Let's Make A Deal M.....	550	30 Comme	Nbr of Spots 1		1	550
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Submission Cost:
Client/Product/Estimate:
Weeks:
Contract type:

62605
12/11/732
2
Political

Campaign Ref: E:120710058
Sales Rep: HRP Washington, DC
Order Ref: 06225082
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Detail	Rate	Spot Type	07/30	08/06	Total	Cost
21	M-F 4-5p Judge Judy M.....	550	30 Comme	Nbr of Spots 1		1	550
22	M-F 5a News M.....	190	30 Comme	Nbr of Spots 1		1	190
23	M-F 5p News M.....	1125	30 Comme	Nbr of Spots 1		1	1125
24	M-F 530a News M.....	415	30 Comme	Nbr of Spots 1		1	415
25	M-F 530p News M.....	1125	30 Comme	Nbr of Spots 1		1	1125
26	M-F 6p News M.....	1050	30 Comme	Nbr of Spots 1		1	1050
27	M-F 6a News M.....	600	30 Comme	Nbr of Spots 1		1	600
28	M-F 7p News M.....	650	30 Comme	Nbr of Spots 1		1	650
29	M-F 730p Scene On 7 M.....	650	30 Comme	Nbr of Spots 1		1	650
30	M-F 9a Dr Phil M.....	450	30 Comme	Nbr of Spots 1		1	450
33	M-Su 11p News ...T...	1275	30 Comme	Nbr of Spots 1		1	1275
Weekly Totals: Total Spots(Ord Spots)				82		82	

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Ref	Salae Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
34	M-F 11a ET / 10a CT Price Is Right ...T...	500	30 Comme	Nbr of Spots	1	1	500
35	M-F 12p News ...T...	575	30 Comme	Nbr of Spots	1	1	575
36	M-F 2p ET / 1p CT The Talk ...T...	575	30 Comme	Nbr of Spots	1	1	575
37	M-F 3p ET / 2p CT Let's Make A Deal ...T...	550	30 Comme	Nbr of Spots	1	1	550
38	M-F 4-5p Judge Judy ...T...	550	30 Comme	Nbr of Spots	1	1	550
39	M-F 5a News ...T...	190	30 Comme	Nbr of Spots	1	1	190
40	M-F 5p News ...T...	1125	30 Comme	Nbr of Spots	1	1	1125
41	M-F 530a News ...T...	415	30 Comme	Nbr of Spots	1	1	415
42	M-F 6p News ...T...	1050	30 Comme	Nbr of Spots	1	1	1050
43	M-F 6a News ...T...	600	30 Comme	Nbr of Spots	1	1	600
44	M-F 7p News ...T...	650	30 Comme	Nbr of Spots	1	1	650
Weekly Totals:				Total Spots (Ord Spots)	82	62	

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Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
45	M-F 730p Scene On 7 T.....	650	30 Comme	Nbr of Spots	1	1	650
46	M-F 9a Dr Phil ..T....	450	30 Comme	Nbr of Spots	1	1	450
47	M-F 11a ET / 10a CT Price Is Right T.....	500	30 Comme	Nbr of Spots	1	1	500
48	M-F 12p News T.....	575	30 Comme	Nbr of Spots	1	1	575
49	M-F 2p ET / 1p CT The Talk T.....	575	30 Comme	Nbr of Spots	1	1	575
50	M-F 3p ET / 2p CT Let's Make A Deal T.....	550	30 Comme	Nbr of Spots	1	1	550
51	M-F 4-5p Judge Judy T.....	550	30 Comme	Nbr of Spots	1	1	550
52	M-F 5a News T.....	190	30 Comme	Nbr of Spots	1	1	190
53	M-F 530a News T.....	415	30 Comme	Nbr of Spots	1	1	415
54	M-F 530p News T.....	1125	30 Comme	Nbr of Spots	1	1	1125
55	M-F 6p News T.....	1050	30 Comme	Nbr of Spots	1	1	1050
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Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
56	M-F 6a News .T....	600	30 Comme	Nbr of Spots	1	1	600
57	M-F 7p News .T....	650	30 Comme	Nbr of Spots	1	1	650
58	M-F 730p Scene On 7 .T....	650	30 Comme	Nbr of Spots	1	1	650
59	Tue 8p ET / 7p CT NCIS .T....	6000	30 Comme	Nbr of Spots	1	1	6000
60	M-F 9a Dr Phil .T....	450	30 Comme	Nbr of Spots	1	1	450
61	M-F 11a ET / 10a CT Price Is Right ..W....	500	30 Comme	Nbr of Spots	1	1	500
62	M-F 12p News ..W....	575	30 Comme	Nbr of Spots	1	1	575
63	M-F 2p ET / 1p CT The Talk ..W....	575	30 Comme	Nbr of Spots	1	1	575
64	M-F 3p ET / 2p CT Let's Make A Deal ..W....	550	30 Comme	Nbr of Spots	1	1	550
65	M-F 4-5p Judge Judy ..W....	550	30 Comme	Nbr of Spots	1	1	550
66	M-F 5a News ..W....	190	30 Comme	Nbr of Spots	1	1	190
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Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
67	M-F 5p News ..W....	1125	30 Comme	Nbr of Spots 1		1	1125
68	M-F 530a News ..W....	415	30 Comme	Nbr of Spots 1		1	415
69	M-F 530p News ..W....	1125	30 Comme	Nbr of Spots 1		1	1125
70	M-F 6p News ..W....	1050	30 Comme	Nbr of Spots 1		1	1050
71	M-F 6a News ..W....	600	30 Comme	Nbr of Spots 1		1	600
72	M-F 7p News ..W....	650	30 Comme	Nbr of Spots 1		1	650
73	M-F 730p Scene On 7 ..W....	650	30 Comme	Nbr of Spots 1		1	650
74	M-F 9a Dr Phil ..W....	450	30 Comme	Nbr of Spots 1		1	450
75	Fri 9p ET / 8p CT CSI NY ...F..	3500	30 Comme	Nbr of Spots 1		1	3500
76	Fri 10p ET / 9p CT Blue Bloods ...F..	3500	30 Comme	Nbr of Spots 1		1	3500
77	M-F 9a Dr Phil ...F..	450	30 Comme	Nbr of Spots 1		1	450
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Ref	Sale Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
Weekly Totals: Total Spots(Ord Spots)				82		82	

Grand Totals

		Month 8 Weeks: 4	
Totals		07/30	08/06
Spots	82	82	0
Cost	62605	62605	0

Grand Totals: Spots: 82

Gross Total: 62,605.00
 Commission: 9,390.75
 Net Total: 53,214.25

REP HEADLINE# 6225082 TRF# E:120710
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG1/12 21.13
CHANGES ** WSPA-TV ***

ADV # _____ ADV. NAME _____ ISS/CROSSROADS GPS REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME STEPHANIE MARONEY

66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
SALES PRSN WA- MICA HANSEN (H)

ORDER # _____ CONTRACT # 6225082 CLASS: NATL. LOCAL REGIONAL

PRDCT CROSSROADS GPS EST#732 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUL30/12 AUG6/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG1/12 21.13

REP: REVISION 8.1
MOVED MONDAY SPOTS DUE TO CROSSROADS CANCELATIONS
ADDED LINES 75-85 AS MG
TOTAL SAME, PLEASE CONFIRM
THANKS! ASHLEY FOR MICA

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CROSSROADS GPS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 12 AGENCY EST# = 732
AGENCY PRODUCT CODE = 11

1	S		1100P-1135P	30		\$1,275.00	8/3	8/3	0		FRI	0
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PROGRAM : NEWSCHANNEL 7 AT ELEVEN
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE
CON COM1: NEWSCHANNEL 7 AT ELEVEN

AUG1/12 21.13
*** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16	E		1100P-1135P	30		\$1,275.00	7/30	7/30	1		MON	1
16	E		1100P-1135P	30		\$1,275.00	8/6	8/6	0		MON	0
PROGRAM : NEWSCHANNEL 7 AT ELEVEN												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : NEWSCHANNEL 7 AT ELEVEN												
17	E		1100A-1200N	30		\$500.00	7/30	7/30	1		MON	1
17	E		1100A-1200N	30		\$500.00	8/6	8/6	0		MON	0
PROGRAM : PRICE IS RIGHT												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : PRICE IS RIGHT												
18	E		1200N-1230P	30		\$575.00	7/30	7/30	1		MON	1
18	E		1200N-1230P	30		\$575.00	8/6	8/6	0		MON	0
PROGRAM : NOON NEWS												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : NOON NEWS												
19	E		200P-300P	30		\$575.00	7/30	7/30	1		MON	1
19	E		200P-300P	30		\$575.00	8/6	8/6	0		MON	0
PROGRAM : THE TALK												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : THE TALK												
20	E		300P-400P	30		\$550.00	7/30	7/30	1		MON	1
20	E		300P-400P	30		\$550.00	8/6	8/6	0		MON	0
PROGRAM : LET'S MAKE A DEAL												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : LET'S MAKE A DEAL												

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP AUG1/12 21.13
CHANGES *** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	E		400P-500P	30		\$550.00	7/30	7/30	1		MON	1
21	E		400P-500P	30		\$550.00	8/6	8/6	0		MON	0
PROGRAM : JUDGE JUDY												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: JUDGE JUDY												
22	E		500A-530A	30		\$190.00	7/30	7/30	1		MON	1
22	E		500A-530A	30		\$190.00	8/6	8/6	0		MON	0
PROGRAM : NEWSCHANNEL 7 @ 5AM												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: NEWSCHANNEL 7 @ 5AM												
23	E		500P-530P	30		\$1,125.00	7/30	7/30	1		MON	1
23	E		500P-530P	30		\$1,125.00	8/6	8/6	0		MON	0
PROGRAM : NEWSCHANNEL 7 5P NEWS												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: NEWSCHANNEL 7 5P NEWS												
24	E		530A-600A	30		\$415.00	7/30	7/30	1		MON	1
24	E		530A-600A	30		\$415.00	8/6	8/6	0		MON	0
PROGRAM : NEWSCHANNEL 7 @ 530AM												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: NEWSCHANNEL 7 @ 530AM												
26	E		600P-630P	30		\$1,050.00	7/30	7/30	1		MON	1
26	E		600P-630P	30		\$1,050.00	8/6	8/6	0		MON	0
PROGRAM : NEWSCHANNEL 7 AT SIX												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: NEWSCHANNEL 7 AT SIX												

AUG1/12 21.13
*** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
27	E		600A-700A	30		\$600.00	7/30	7/30	1		MON	1
27	E		600A-700A	30		\$600.00	8/6	8/6	0		MON	0
PROGRAM : NEWSCHANNEL 7 DAYBREAK												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: NEWSCHANNEL 7 DAYBREAK												
28	E		700P-730P	30		\$650.00	7/30	7/30	1		MON	1
28	E		700P-730P	30		\$650.00	8/6	8/6	0		MON	0
PROGRAM : NEWSCHANNEL 7 AT SEVEN												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: NEWSCHANNEL 7 AT SEVEN												
29	E		730P-800P	30		\$650.00	7/30	7/30	1		MON	1
29	E		730P-800P	30		\$650.00	8/6	8/6	0		MON	0
PROGRAM : SCENE ON 7												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: SCENE ON 7												
30	E		900A-1000A	30		\$450.00	7/30	7/30	1		MON	1
30	E		900A-1000A	30		\$450.00	8/6	8/6	0		MON	0
PROGRAM : DR. PHIL												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: DR. PHIL												
31	S		600A-800A	30		\$250.00	8/4	8/4	0		SAT	0
PROGRAM : NEWSCHANNEL 7 SAT AM												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: NEWSCHANNEL 7 SAT AM												
32	S		900A-1030A	30		\$600.00	8/5	8/5	0		SUN	0
PROGRAM : CBS SUNDAY MORNING												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: CBS SUNDAY MORNING												

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP AUG1/12 21.13
CHANGES *** WSPA-TV ****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
75	A		1100A-1200N	30		\$500.00	8/3	8/3	1		FRI	1
PROGRAM : PRICE IS RIGHT												
CON COM1: PRICE IS RIGHT												
76	A		200P-300P	30		\$575.00	8/3	8/3	1		FRI	1
PROGRAM : THE TALK												
CON COM1: THE TALK												
77	A		300P-400P	30		\$550.00	8/3	8/3	1		FRI	1
PROGRAM : LET'S MAKE A DEAL												
CON COM1: LET'S MAKE A DEAL												
78	A		400P-500P	30		\$550.00	8/3	8/3	1		FRI	1
PROGRAM : JUDGE JUDY												
CON COM1: JUDGE JUDY												
79	A		500A-530A	30		\$190.00	8/3	8/3	1		FRI	1
PROGRAM : NEWSCHANNEL 7 @ 5AM												
CON COM1: NEWSCHANNEL 7 @ 5AM												
80	A		600A-700A	30		\$600.00	8/3	8/3	1		FRI	1
PROGRAM : NEWSCHANNEL 7 DAYBREAK												
CON COM1: NEWSCHANNEL 7 DAYBREAK												
81	A		900A-1000A	30		\$450.00	8/3	8/3	1		FRI	1
PROGRAM : DR. PHIL												
CON COM1: DR. PHIL												
82	A		530A-600A	30		\$415.00	8/3	8/3	1		FRI	1
PROGRAM : NEWSCHANNEL 7 @ 530AM												
CON COM1: NEWSCHANNEL 7 @ 530AM												
83	A		900P-1000P	30		\$3,500.00	8/3	8/3	1		FRI	1
PROGRAM : CSI NY												
CON COM1: CSI NY												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
84	A		1000P-1100P	30		\$3,500.00	8/3	8/3	1		FRI	1
PROGRAM : BLUE BLOODS												
CON COM1: BLUE BLOODS												
85	A		900A-1000A	30		\$450.00	8/3	8/3	1		FRI	1
PROGRAM : DR PHIL												
CON COM1: DR PHIL												

AUG/12 62605.00 CONTRACT TOTAL 62605.00
 TOTAL SPOTS 82

MARKET TOTALS \$1,006,557 WSPA 26% WLOS 48% WYFF 21% WHNS 5% WYCW 0% WMYA 0% CABL 0%
 SHARES ACCURATE WNEG 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE